of Information and Broadcasting *www.mib.nic.in.* The Committee has had six meetings so far. The next meeting has not been scheduled.

(b) Does not arise.

Telecast of advertisements on pay channels

1158. SHRI BANWARI LAL KANCHHAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is provision to show advertisements between the programmes on pay channels being telecast on cable T.V.;

(b) if so, the time period and policy rules for showmg advertisements between the programmes on pay channels as pay channel companies are paid monthly subscription per channel by cable operators;

(c) whether Government would consider to impose ban on showing advertisements between the programmes on pay channels; and

(d) if so, by when, if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI PRIYARANJAN DASMUNSI): (a) Yes, Sir.

(b) Rule 7(11) of the Cable Television Networks Rules, 1994 as amended has provided that no programme shall carry advertisements exceeding twelve minutes per hour, which may include upto ten minutes per hour of commercial advertisements, and upto two minutes per hour of a channel's self promotional programmes.

(c) No such proposal is under consideration of Government.

(d) Ban on advertisements on pay channels may push up subscription rates of such channels and may not be in the interest of viewers.

Deplorable condition of AIR stations

1159. SHRI KARNENDU BHATTACHARJEE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that AIR stations are in a deplorable condition with some lying defunct for more than 3 months in Assam and North East; and

(b) whether any initiative has been taken to enhance the Radio Networks for commercialization taking cue from other States and cities?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No, Sir. All the stations in North East including Assam are working satisfactorily.

(b) Prasar Bharati has set-up an exclusive Marketing Division at Guwahati in 2006 which is working as a Single Window for catering to the needs of Advertisers/Clients of Assam and the entire North-Eastern Region. This division accepts bookings for and on behalf of all the AIR stations of Assam and North-Eastern Region. With the

help of the Marketing Division at Guwahati, the AIR stations in Assam and North-Eastern Region have been able to increase their commercial revenue.

Besides, All India Radio has already allowed concession upto 50% on commercial rates to NGOs/Voluntary Organisations for promoting Public Service Broadcasting on various Radio Stations of Assam and the North-Eastern Region *viz.* Halflong, Jorhat, Diphu, Kokrajhar, Belonia, Gangtok, Jowai, Kailashahar, Mokokchung, Kohima, Tezu, Tura etc. in order to make the stations of this region commercially viable to some extent.

Study on ITIs conducted by FICCI

1160. SHRI GIREESH KUMAR SANGHI:
SHRI SANTOSH BAGRODIA:

Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether Government have taken cognizance of the study on ITIs conducted by FICCI;

(b) if so, what are the main conclusions of the study;

(c) whether the study also commented upon the quality of courses and training offered by the ITIs;

(d) whether the study offered solutions to improve the quality of training, if so, the details thereof;

(e) whether the Government have agreed with such solutions; and

(f) if so, what steps are being taken to implement them?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT (SHRI OSCAR FERNANDES): (a) Yes, Sir,

(b) to (f) Main conclusions of the study carried out by FICCI show that while situation with regard to physical infrastructure and availability of power supply remains comfortable, factors like non-availability of computerized numerically controlled machines, inadequate supplies of raw material and lack of focus on staff training and development are key impediments in the strengthening of these institutions.

Some of the suggestions given by FICCI are introduce courses which have larger employment potential, fill up vacancies of instructors, have effective and vigilant monitoring system, strengthen industry- institute linkage, provide functional autonomy to the institute, update syllabi of trades, train instructors and staff of institutes, introduce training in soft skills and strengthen testing and certification norms to global standards etc.

Government have taken following initiatives in this regard:

(i) In the last ten years, course curricula of 57 trades have been revised, 50 new trades introduced in consultation with Industry and 11 trades for which demand did not exist have been dropped.